



State of North Carolina
Office of the Governor

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GOV. EASLEY ANNOUNCES LABOR DAY "BOOZE IT & LOSE IT" CAMPAIGN
Special Enforcement Effort to Take Place August 15 Through September 1

RALEIGH — Gov. Mike Easley announced today that state and local law enforcement officers will be out in force during the next two weeks as part of a Labor Day "Booze It & Lose It" campaign. Checkpoints and stepped-up patrols will be conducted across the state Aug. 15 through Sept. 1 in an effort to remove impaired drivers from highways.

"As summer comes to a close, law enforcement officers across the state will be working hard to catch drunk drivers before they kill or injure innocent people or themselves," Easley said. "Celebrating the end of summer responsibly is simple; plan ahead and always designate a sober driver."

In 2007, during the two-week period between Aug. 17 and Sept. 3, there were more than 500 alcohol-related crashes on the state's roads resulting in 27 fatalities and more than 400 injuries.

Governor's Highway Safety Program officials and local law enforcement officers will conduct two kick off events in advance of the 2008 Labor Day campaign. The first will be Thursday, Aug. 14 at 11 a.m. at the RBC Center parking lot in Raleigh. The second event will be Friday, Aug. 15 at 11 a.m. at Elon University in the Old Gym Parking Lot in Elon.

Easley also announced that state and local law enforcement officers cited 454 motorists for DWI during a special "Booze It & Lose It" enforcement blitz, .08.08.08, which was held Aug. 8. The date symbolized North Carolina's blood alcohol concentration limit of .08.

During the GHSP campaign, officers statewide conducted 1,213 sobriety checkpoints and dedicated patrols. Counties with the highest number of DWI citations include: Mecklenburg (27), Robeson (20), Cumberland (19) and Guilford (19).

Officers also issued 808 safety belt and 185 child passenger safety violations, 2,047 speeding violations and 190 drug charges. In addition, they apprehended 56 fugitives from justice and recovered 11 stolen vehicles. For county-by-county totals, visit GHSP's web site at: www.ncdot.org/programs/ghsp/news.

Since 1994, the Governor's Highway Safety Program has conducted "Booze It & Lose It" campaigns that combine enhanced law enforcement operations and public education in an effort to deter impaired drivers. The "Booze It" campaigns were an outgrowth of the "Click It or Ticket" initiative that began